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To: Microsoft ATR
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Firstly, it was the consumer who gave Microsoft the monopoly through its choice of purchases when there was competition. Through their choice, the consumer essentially voted for a Microsoft dominant environment to simplify their computing needs. Without this populous consent, the consumer would be left to determine on their own whether some new software and / or hardware would work properly with their system. This is sometimes difficult for the experts let alone the individual who only wants to send and print emails. The consistency standards enabled the productivity gains of the consumers and fostered the growth of the American economy for the past ten years. The

point here is that it was an active choice by the consumer and not a situation that only Microsoft could push their products down the consumer's throats. When the decision by the consumer was being made, alternatives were available that offered similar environments (e.g., IBM's OS2, Apple Computer's Macintosh, etc.). At that date in time, one could hardly argue that Microsoft was too large for someone like IBM to challenge. Yet Microsoft did challenge IBM and enabled innovation and productivity gains that formed the foundation for much of today's computing technology.

Microsoft learns from its markets what the users desire, works at making the changes that users desire, and has become dependable at issuing updates that users desire. Without these three things, many people might recommend other software, but the other companies either do not or cannot provide these things which businesses depend upon. Indeed, many companies are having trouble maintaining their businesses because the competition is fierce and hard to deal with. Not because there is only one competitor (i.e., Microsoft) and you can't compete against them. Companies such as Adobe

compete with Microsoft all the time and have been doing so for many years.

You will note that Adobe follows the same things listed above as prerequisites for success: they learn from their markets what the users desire, they work at making the changes that users desire, and they are dependable at issuing updates that users desire. In other words, these companies provide comfort for the users and the future of computing.

These

are the notions that consumers use to make sure their work get's done.

The essence of the arguments presented here is that the consumers are the

ones who drive the industry and whenever innovation occurs, the consumers

decide based on a set of business rules whether a company can compete or not.

To think otherwise would be to deny that business and consumers are some

idealists that have no justifications for their actions and can simply be

manipulated through mass marketing. Such people would not survive for very

long in today's fast paced global economy.

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